

Youth Engagement Consultant: Communications and Social Marketing



Project Title	Youth Engagement Consultant: Communications and Social Marketing
Project Summary	Seeking energetic and driven interns to help the Interagency Working Group on Youth Programs create and disseminate engaging and innovative content on youth.gov, engage.youth.gov, and related social media.
Country	United States
Agency	Health and Human Services Department
DoS Office	N/A
Post	N/A
Section	N/A
Number of Interns	4

Project Description

The Interagency Working Group on Youth Programs (IWGYP) works to promote coordination and collaboration across federal departments and agencies in supporting youth and young adults. The IWGYP also maintains youth.gov, engage.youth.gov, and related social media.

We are seeking Youth Engagement Consultants with an interest in communications and social media as well as in programs, services, and policies that support the health and well-being of youth and young adults. There are a number of projects that may be assigned (based on a Consultant's skills and interests), including:

1. Researching and drafting web content for youth and youth serving organizations;
2. Researching, recommending, and implementing improvements to youth.gov, engage.youth.gov, and related social media; and,
3. Collecting feedback from young leaders and adults who work with youth in order to identify lessons learned about youth leadership. Lessons learned may be compiled into a leadership guide for youth.

Desired Skills Interests

Additional Information

The IWGYP was created by Executive Order in 2008 and involves 20 departments/agencies working together to improve programs and services for youth. We have a strengths-based vision for youth that acknowledges the importance of pathways to opportunity and meaningful connections. We emphasize that young people have potential to thrive, while acknowledging where they may face particular challenges and could benefit from particular types of supports. Ideal candidates will share this vision.

Valued skills include:

- Experience developing and implementing social media, digital communication strategy, and writing substantive content for the web. Prior web content writing experience strongly preferred. Experience communicating research to practitioners in prior writing.
- Strong organizational and interpersonal skills.
- Ability to work both independently and collaboratively on assigned tasks in a virtual environment.
- Ability to meet deadlines and produce quality work.
- Familiarity with word processing, spreadsheet, and/or database software.
- Ability and interest in learning and using a variety of communication-focused technologies website content management systems such as Drupal.
- Ability to use Facebook Insights and Google Analytics.
- Strong social network skills on platforms such as Facebook, Twitter, and Instagram.
- Comfort using Google Docs and other online collaboration tools.

Ideally, Youth Engagement Consultants will share an interest in:

- Youth who are at risk and related topic areas, including positive youth development.
- Using social media to engage youth in positive change.
- Strengthening youth-adult partnerships.

Interns in bachelors and graduate programs are welcome, including those in a field of study related to topics of interest to the IWGYP or with an interest in such topics. Visit youth.gov for a list of topics of interest to the IWGYP.

Language Requirements

None